

Cluey Ltd

FY23 RESULTS

28 AUGUST 2023



Agenda

1. Welcome
Mark Rohald, Executive Deputy Chairman
2. Business Update & Key Achievements
Matteo Trinca, Joint CEO
3. FY23 Full Year Results
Greg Fordred, CFO
4. FY24 Key Initiatives & Outlook
Matteo Trinca, Joint CEO
5. Q&A



Mark Rohald
*Executive Deputy
Chairman*



Matteo Trinca
Joint CEO



Trevor McDougall
Joint CEO



Greg Fordred
Chief Financial Officer

Business Update & Key Achievements



FY23 Overview

Over the last twelve months, Cluey¹ has transformed – building out Code Camp and extending operations in the UK and New Zealand. Cluey is on the path to profitability – lower cost base, expanding margin and growing revenue.

1. CONTINUING REVENUE GROWTH AND REDUCTION IN CAC



Delivered revenue growth of 15% YoY, from \$34.3m in FY22 to \$39.4m in FY23. CAC improvements of 18% YoY. CAC down to \$352.

2. ROBUST MARGIN IMPROVEMENT



Significant Increase in margin, from 53% in FY22 to 57% in FY23, driven by higher average session price and more efficient utilisation of tutors/teachers in Code Camp and Cluey.

3. SUSTAINABLE IMPROVEMENTS TO COST BASE



Successful implementation of cost reduction initiatives in Q3 FY23, yielding annualised cost savings in excess of \$7m.

4. RETURN ON PRODUCT & TECHNOLOGY INVESTMENT



Investment in product and technology delivering results – reduction in variable costs and enhancements to the student/tutor experience.

5. SCALING CODE CAMP



Continued scale-up of Code Camp driven by expansion in program offerings, strong roll-out of after-school programs and integration with Cluey marketing.

6. SUCCESSFUL EXPANSION IN THE UK



Scaling operations in the UK, focusing on Code Camp after-school programs. Strong demand and product-market fit.

Notes:

1. The Cluey Group ('Cluey') comprises Cluey Ltd, Cluey Learning Pty Ltd and its subsidiaries – collectively 'Cluey Learning'; as well as Codecamp Holdings Pty Ltd and its subsidiaries – collectively 'Code Camp'. Code Camp was acquired on 1 October 2021. Cluey Learning is the core online learning support business and Code Camp is the holiday camps and after-school business

Streamlining customer and tutor operations

Product & technology investment now driving automation and self-service, reducing the need for support personnel.

Customer Hub Improvements

- Reschedule any session
- Summer offboarding and reactivation
- Selection/change of pricing plans
- New telephony system integrated with customer Hub

New & Improved Tutor Hub

- Full scheduling management in Hub
- Optimisation of tutor matching to reduce costs
- Reduction in tutor-driven changes
- Automatic on-demand learning program changes

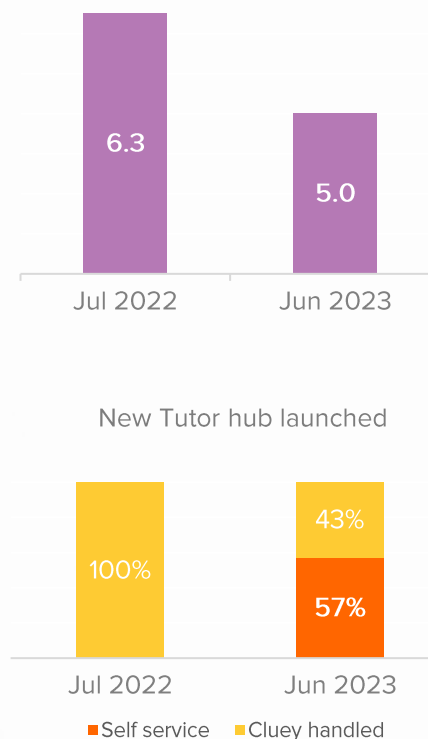
Operations costs¹ per session reduced by 44% July '22 to June '23 = \$1.8m annualised cost savings.

Notes:

1. Operations team employment costs

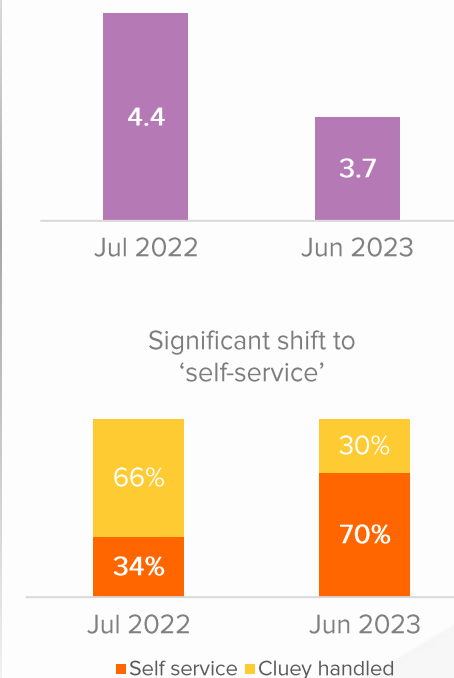
TUTORS

25% reduction in support requests per tutor account



STUDENTS & PARENTS

20% reduction in support requests per customer account



New co/extracurricular learning programs

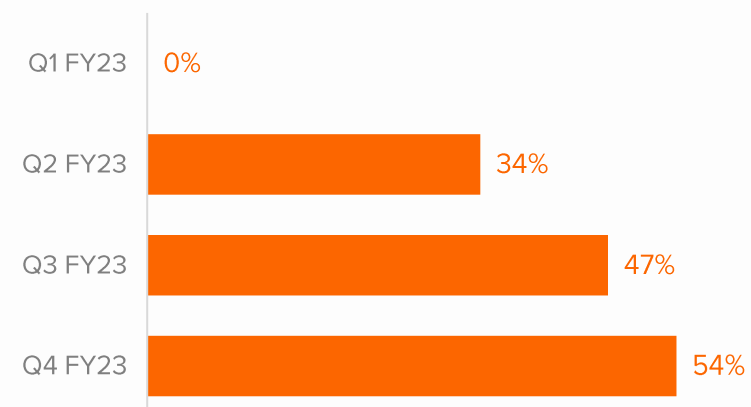
New programs expand a strong and unique offering



Broad market appeal driving higher student reactivation, retention and new customers.



% REVENUE FROM NEW PROGRAMS



Significant New Program Traction

New programs demonstrating strong product-market fit

Unique offerings

Lower CAC

Scaling presence in schools through after-school programs

After-school programs demonstrating strong product-market fit in the UK and Australia - driving growth in venues and demand.



Strategic & Focused Approach

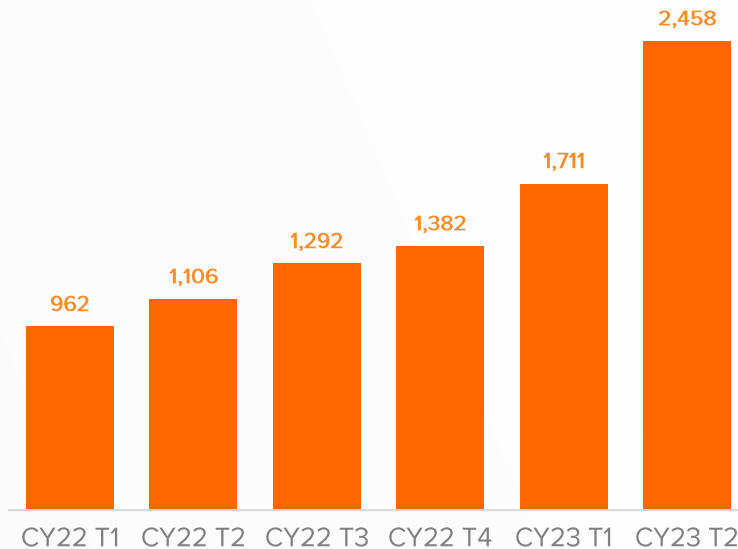
Ongoing investment in sales to acquire new venues.

Strong parallels between Australia and UK markets, with strong demand and product-market fit.

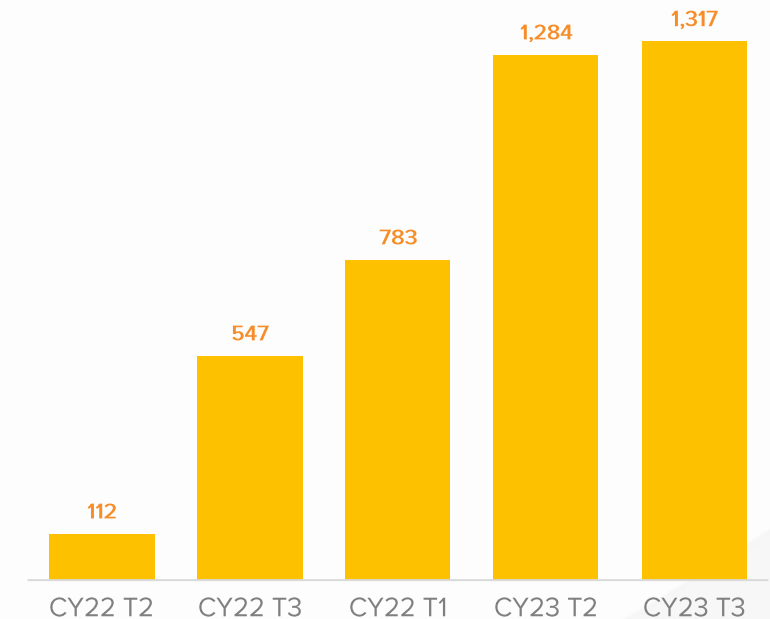
Planning to launch new programs, designed and optimised for after-school delivery.



AFTER-SCHOOL ENROLMENTS IN AUSTRALIA



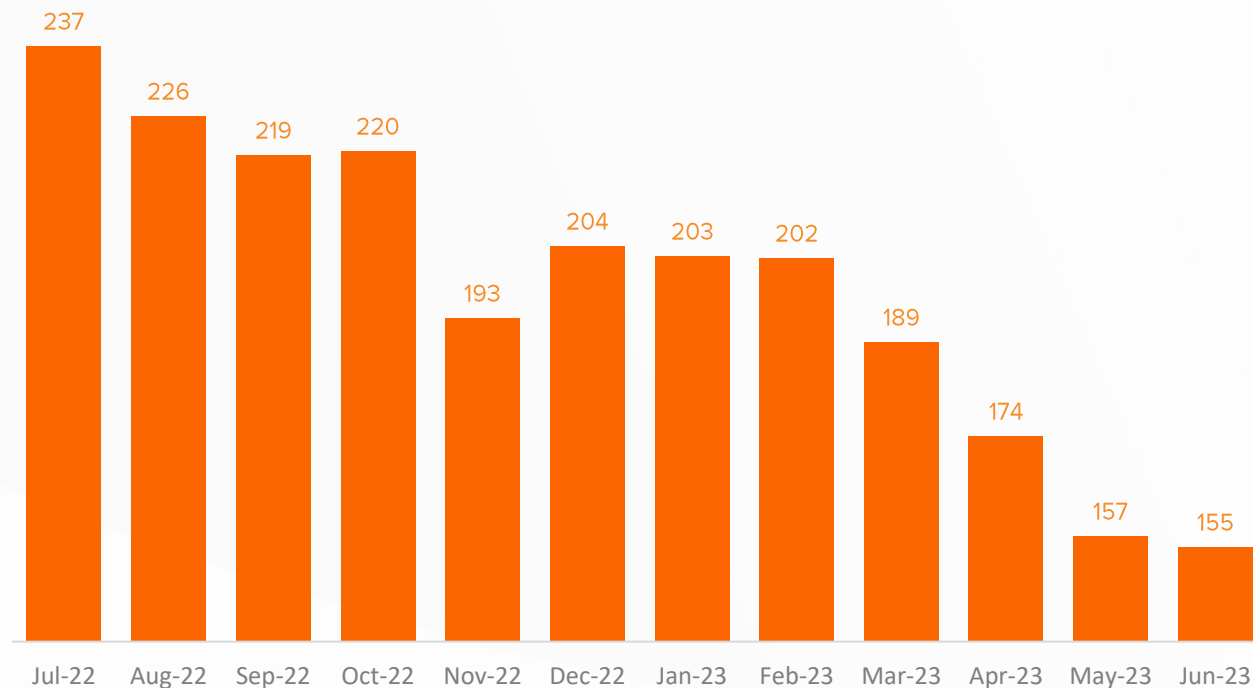
AFTER-SCHOOL ENROLMENTS IN THE UK



Restructured cost-base to drive to profitability

Cost restructuring successfully implemented in phases, reducing FTE¹ employees from 237 to 155.

FTE EMPLOYEE REDUCTION



Key Outcomes

Annualised employment cost savings of ~\$5m in FY24.

Reduction in FTEs enabled by product & technology investment, focused on automation and self-service features.

24% reduction in FTEs versus January '23.

Notes:

1. Full time equivalent ('FTE') employees includes onshore and offshore personnel.

FY23

Full Year Results



FY23 Snapshot

Cluey's focus on driving to profitability delivers improved unit economics and significant cost savings. The demand for tutoring and co/extra curricular learning remains strong.

>599,000

Student sessions in FY23,
up 11% from 538,000 (vs. PCP)



11%

Increase in number of sessions
in FY23 (vs. PCP)



>2,900

Active Cluey Learning tutors and
Code Camp teachers in Q4 FY23



2.9x LTV:CAC

Improvement of 4% in lifetime value
(LTV) to CAC¹ per new student ratio



\$352

Variable CAC¹ in FY23, down
18% from \$429 in PCP



15%

Increase in revenue in FY23 (vs. PCP)



24%

Increase in gross profit in
FY23 (vs. PCP)



20%

Improvement in underlying
EBITDA² FY23 (vs. PCP)

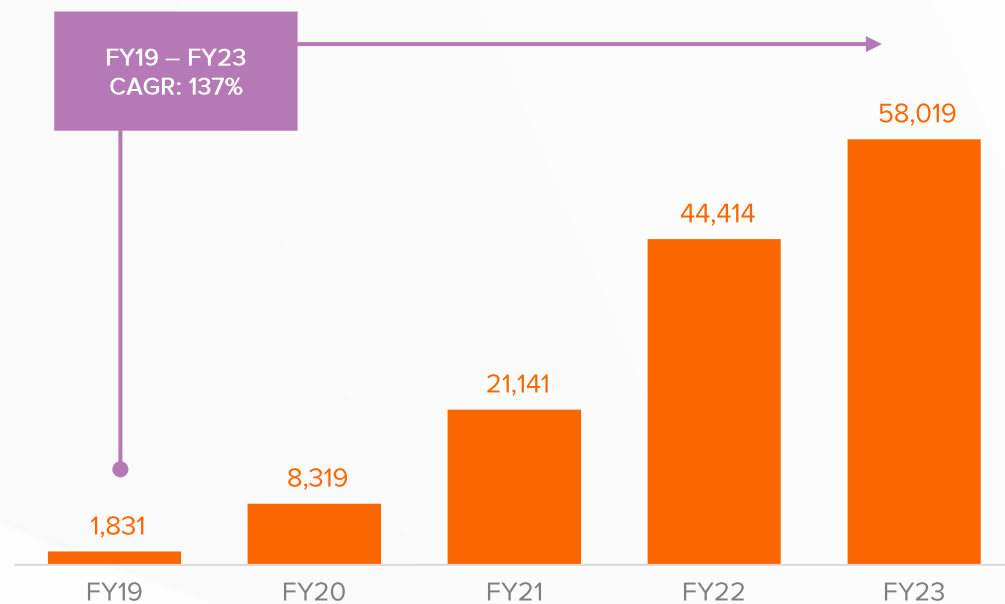


Notes:

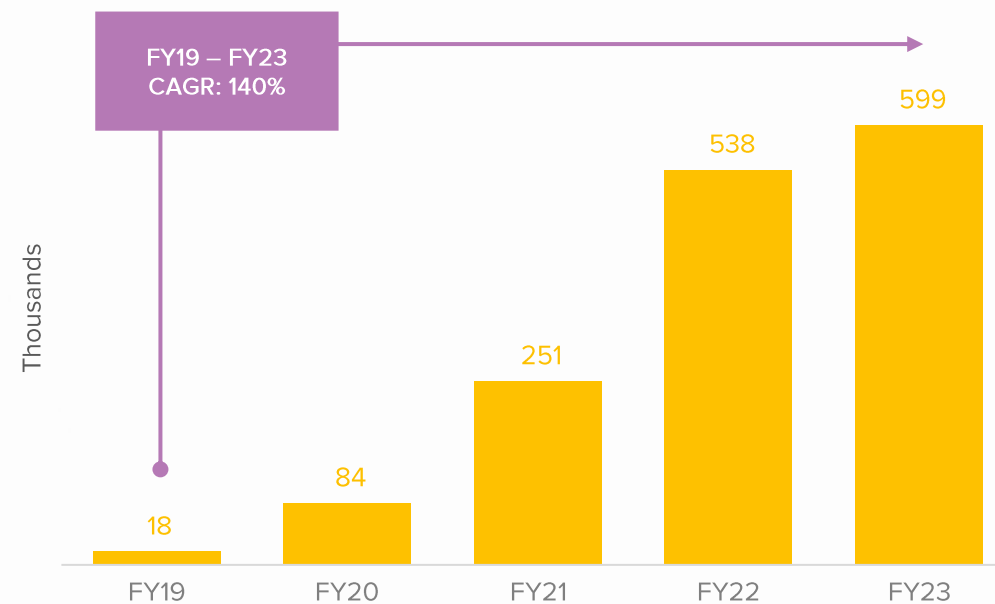
1. Variable customer acquisition costs (CAC) per student is a non-IFRS measure used for management purposes which represents variable acquisition expenditure for a period divided by new students with a session in the same period for Cluey and new students enrolled in the period for Code Camp. This includes camps or programs which will take place in future periods.
2. Underlying EBITDA is earnings before interest, tax, depreciation and amortisation, adjusted for COVID-19 government incentives and Research and Development tax credit, other income, Code Camp acquisition costs in FY22, restructuring costs in FY23, and share-based payments expense.

Cluey Has Delivered ~1.5 Million Sessions

ACTIVE STUDENTS¹



STUDENT SESSIONS²



Notes:

1. Active students for Cluey Learning represent the number of students who completed at least one session in the period. Active students for Code Camp represent the number of students enrolled during the period for an in-person holiday camp or after school program. This includes camps or programs which will take place in future periods.
2. Student Sessions includes Cluey Learning tutoring session and attendance days at Code Camp after-school and school holiday programs.

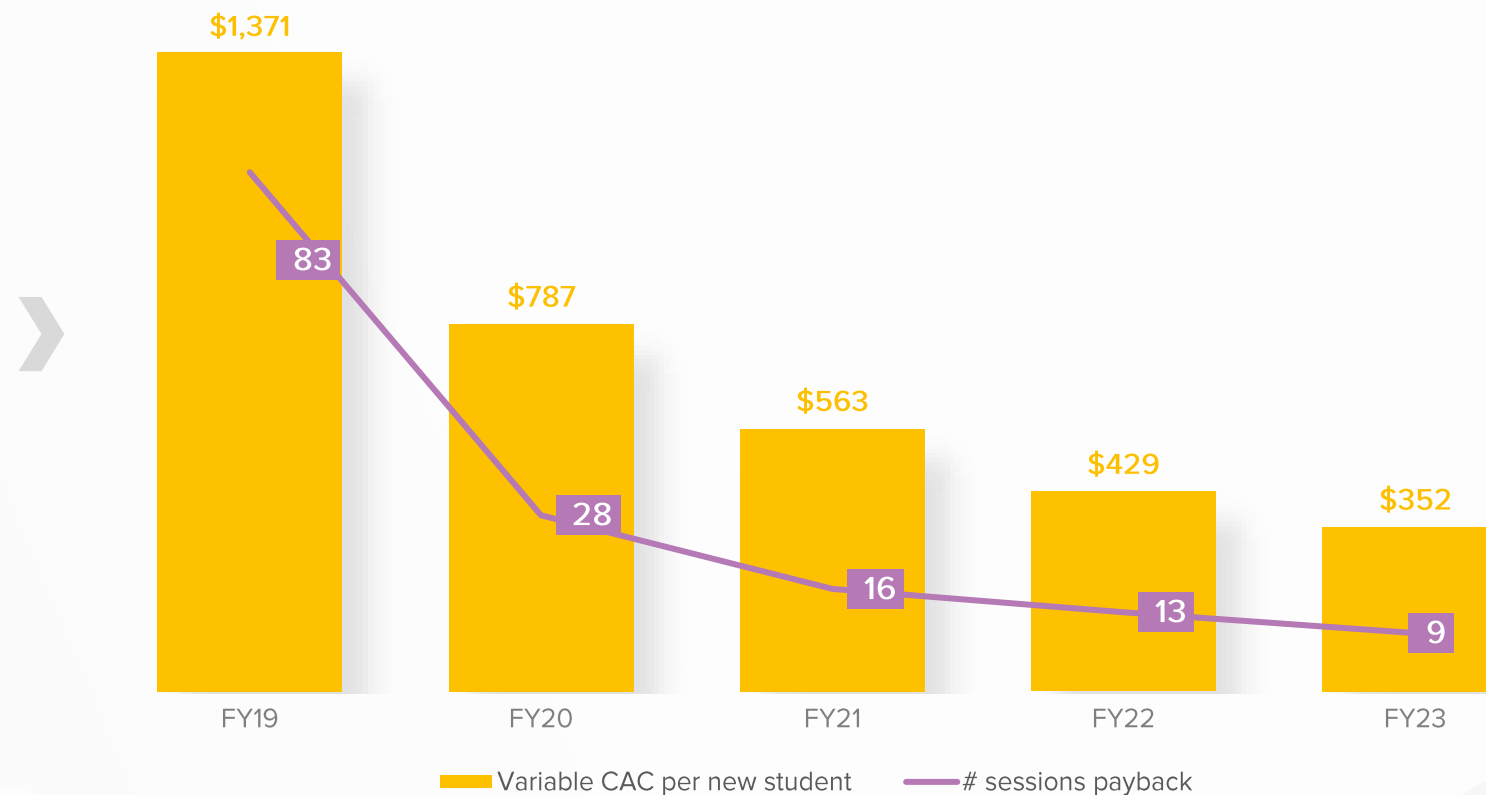
Improvement in Cluey CAC

CAC PER NEW STUDENT & PAYBACK IN
NUMBER OF SESSIONS TO RECOVER CAC

Key Metrics & Highlights

FY23 Variable CAC per new student reduced to \$352, an improvement of 18% on PCP

In FY23, CAC and tutor cost recovery reduced to 9 student sessions



Ongoing improvement in CAC Payback

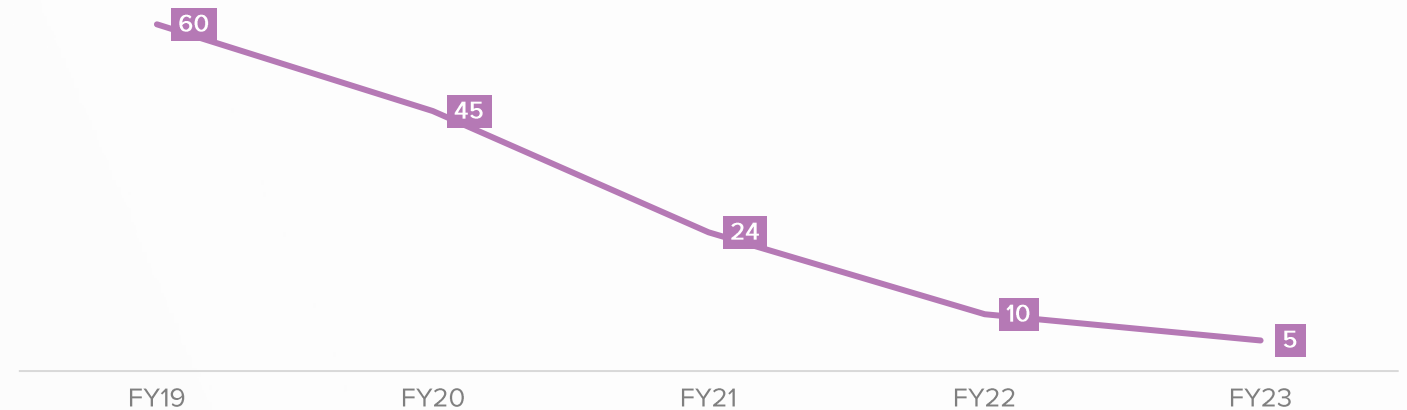
Performance Drivers & Results

Prioritisation of investment in Code Camp customer acquisition due to shorter payback period (Code Camp ~1.5 months v Cluey ~8 months) and focus on driving to profitability

FY23, LTV:CAC ratio improved by 4% to 2.9 times

FY23, LTR and LTV reduced versus PCP due to increasing proportion of Code Camp customers and revenues (increased from 10% in FY22 to 21% in FY23), with lower average revenues, CAC and LTV

MONTHS TO RECOVER CAC INVESTMENT (AFTER TUTOR/TEACHER COSTS)



LTR ¹ , LTV ¹ & CAC	FY21	FY22	FY23
LTR	\$2,162	\$2,259	\$1,779
LTV	\$1,174	\$1,197	\$1,018
CAC	\$563	\$429	\$352
LTV:CAC	2.1 times	2.8 times	2.9 times

Notes:

1. Estimated Lifetime Revenue (LTR) is calculated based on a cohort of students (i.e. all students starting in a particular quarter) and calculating the expected revenue generated from the cohort after churn (i.e. as some students cease purchasing tutoring over time) over various time periods and Estimated Lifetime Value (LTV) is calculated by multiplying Estimated LTR by the relevant gross profit margin for the respective periods.

Improvement In Cluey Gross Profit Margin

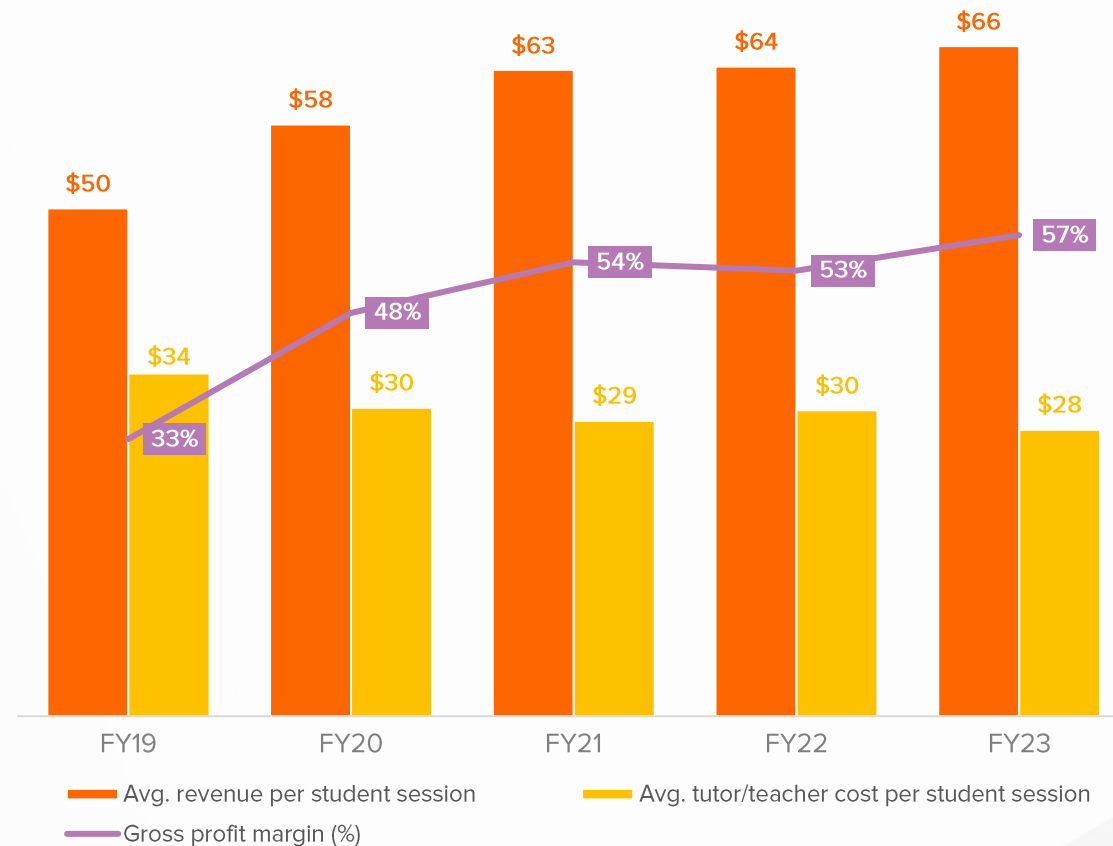
Margin Maximisation Continuing

In FY23, gross profit margin increased 8% due to an increase in avg. revenue per session and decrease in avg. tutor/teacher cost per session

In FY23, avg. revenue per student session increased by 3%, primarily due to price increase, offset by an increasing proportion of Code Camp sessions (from 10% in FY22 to 21% in FY23) at ~3% lower revenue per session

In FY23, avg. tutor/teacher costs decreased by 6% due to improved optimisation of tutor matching (Cluey Learning) and more efficient teacher utilisation (Code Camp)

PER SESSION METRICS AND MARGIN (%)



Improvement In Cluey Operating Leverage

Operational Efficiency Enhancements

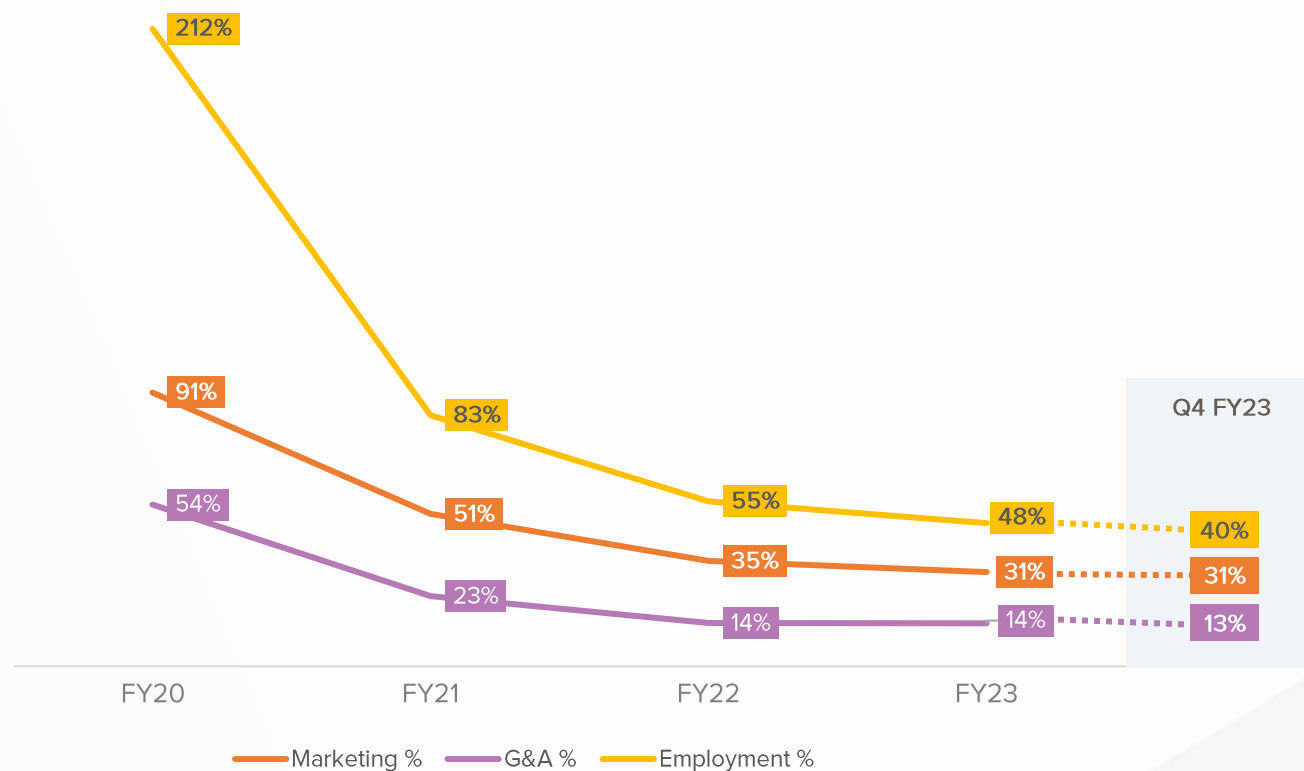
Marketing costs as % of revenue declined 11% on PCP to 31%

Employment costs¹ as % of revenue declined 13% on PCP to 48%

In Q4 FY23, employment costs as % of revenue decreased to 40% as a result of cost-saving initiatives implemented in Q3 FY23



COSTS AS % OF REVENUE



Notes:

1. Employment costs excluding non-cash share-based payments and one-off restructuring costs

Improvement In Cluey Financial Performance

Focus on driving to profitability delivered 8% improvement in gross profit margin and 20% improvement in underlying EBITDA

SUMMARY CONSOLIDATED FINANCIAL RESULTS – FY23

\$'Millions	FY23	FY22	Percentage Change
Revenue	39.4	34.3	+15%
Cost of sales	(16.8)	(16.1)	+4%
Gross profit	22.5	18.1	+24%
Gross profit margin (%)	57%	53%	+8%
Marketing expenses	(12.3)	(12.0)	+3%
Employee benefit expenses ¹	(18.7)	(18.5)	+1%
Administration and occupancy expenses	(5.6)	(5.3)	+8%
Total operating expenses	(36.6)	(35.8)	+3%
Underlying EBITDA	(14.2)	(17.7)	+20%

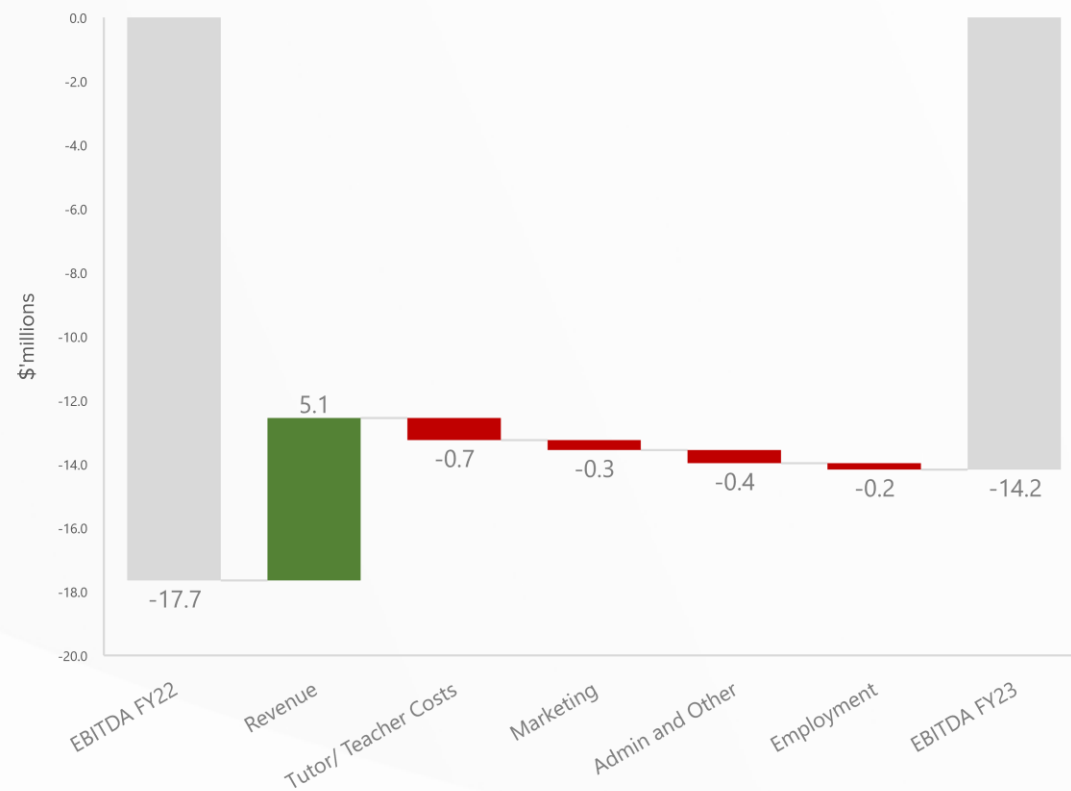
Notes:

1. Excluding share-based payment expense of \$1.0m in FY23 and \$1.8m in FY22 and one-off restructuring payments of \$1.0m in FY23

Underlying EBITDA

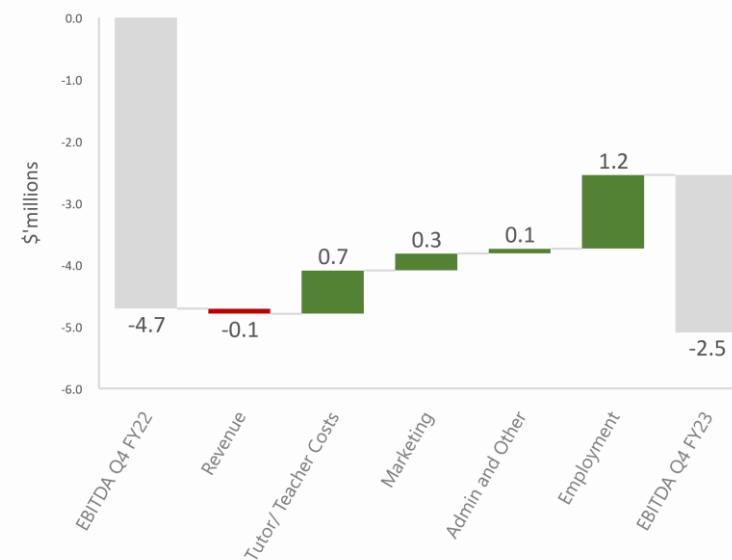
Cluey's focus on driving to profitability delivered 20% improvement in full year underlying EBITDA and 46% improvement in Q4 FY23 EBITDA

UNDERLYING EBITDA BRIDGE – FY22 TO FY23



Q4 FY23
EBITDA
Performance

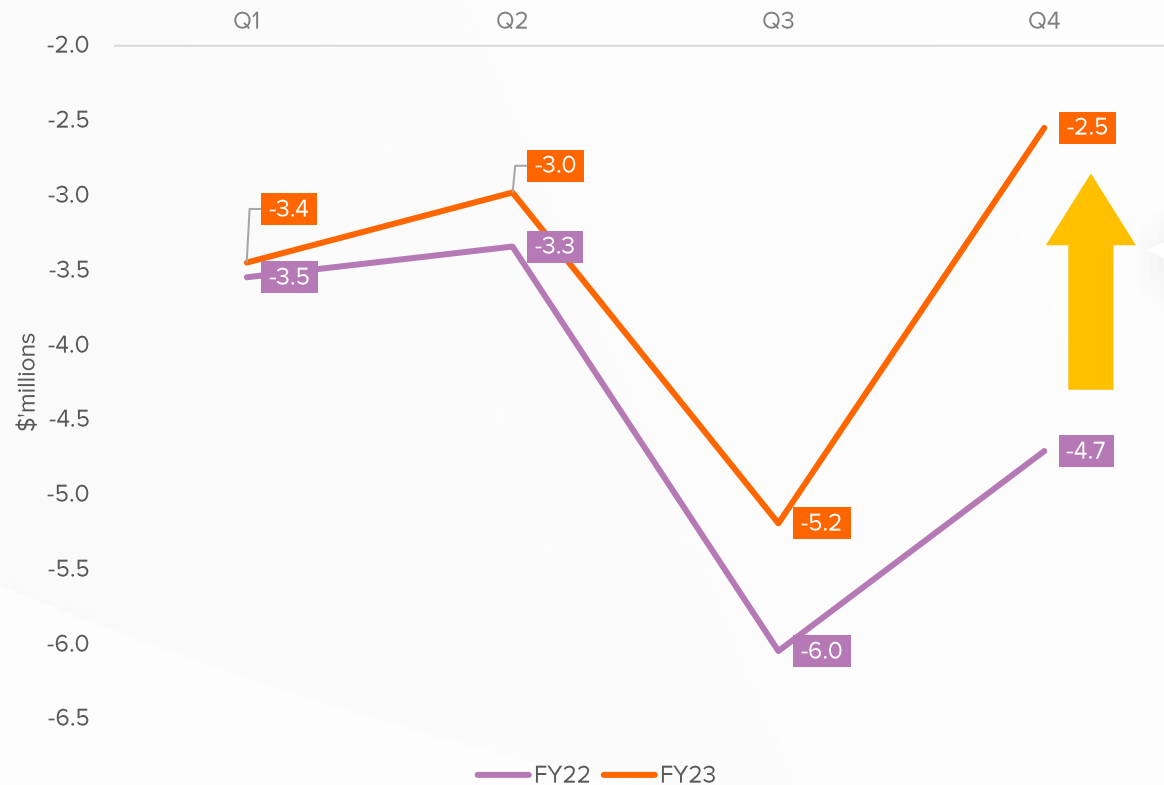
UNDERLYING EBITDA BRIDGE –
Q4 FY22 TO Q4 FY23



Underlying EBITDA

Cluey's focus on driving to profitability delivered 20% improvement in full year underlying EBITDA and 46% improvement in Q4 FY23 EBITDA

QUARTERLY UNDERLYING EBITDA – FY23 v FY22



46% improvement in Q4 FY23 EBITDA driven by cost-saving initiatives implemented in Q3 FY23

In FY23, Cluey shifted focus from rapid growth to achieving profitability

Each quarter in FY23 delivered an improvement in EBITDA on PCP, with the largest benefit in Q4FY23, following implementation of Q3FY23 cost saving initiatives

The full impact of the cost saving and margin improvement initiatives implemented in FY23 will flow in FY24

FY24 Key Initiatives & Outlook



FY24 Key Initiatives

Cluey is building a portfolio of learning services to become the trusted destination for school-age students and their parents



Extend Cluey's
product, technology and
platform advantages



Scale co/
extracurricular offering



Leverage
generative AI



Maintain
financial discipline



International
expansion

Building the go-to destination for out-of-school learning

Expanding range of options for out-of-school learning experiences that meets the demand by families for curricular-aligned and co/extracurricular learning

Maths Tutoring for Sophie, my youngest daughter, struggling with numbers and in need of support

Holiday camp for Sophie, she loves 'interior design' and wants to explore her passion



After-school program for Robert, he wants to master coding and build his own video game

HSC preparation for Brian completing school, and seeking a 96+ ATAR - aspiring for a career in engineering

Bringing it all together to create **connected experiences**

Integrating learning experiences across platforms through a unified brand architecture, lower barriers to entry for prospective customers, and expanding our range of programs to reach diverse audiences

We have already built most elements of the learning experience...

Live Learning Environment

Tailored to provide interactive and engaging tutoring experience.

Australian and NZ Learning Programs

Fully mapped to the Australian and New Zealand curriculums, adapted for differences by state.

Tutor Hub

Focused on managing and supporting our tutors, enabling them to deliver quality education.

Co/extracurricular Programs

Engaging programs that teach students innovative and creative skills.

Customer Hub

Designed to offer optimal teaching & learning, enhancing customer satisfaction.

Practice Environment

Designed to provide an environment for students to practice independently between tutoring sessions.

...and now it is about simplifying cross-platform access for increased engagement and adoption.

A unified brand architecture

- Bringing our offerings together to drive cross-promotion
- Leveraging marketing synergies to lower CAC

Hub for all

- Introducing an open sign-up journey into the Cluey Hub, where users can access a diverse range of learning products and services
- Lowering barriers to entry for prospective customers and creating a 'first experience' that allows any student to join our community and experience our service

Pathway to paid services

- Offering a range of valuable learning services that extend to multiple audiences and affordability levels
- Building trust and demonstrating value through introductory services that generate opportunities to up-sell premium, paid services

A pricing model that extends reach and share of wallet

Different customers seek different service configurations and payment options

Pricing Model Enhancements

- New range of pricing and service flexibility options, allowing users to configure their service more optimally.
 - More flexibility at a higher price.
 - Less flexibility for cancelling or pausing sessions at a lower price.
- Notice periods and payment terms provide more consistency for tutors.
- This drives improved take-up, session frequency and retention.

New pricing plans are being rolled out in August-September.

	Flexi \$90 Per session	Saver \$75 Per session	Saver Plus \$70 Per session
	Current plan	Select plan	Select plan
Based on your current schedule	Your next payment will be \$75 covering the next 1 session	Your next payment would be \$63 to cover the next 1 session	Your next payment would be \$198 to cover the next 3 sessions
PLAN POLICY			
Cancelling a session	Full credit if at least 48h notice	No credit	No credit
Pausing sessions	Anytime	School Holidays	School Holidays
Payment terms	Pay 2 weeks in advance	Pay 2 weeks in advance	Pay 4 weeks in advance
Rescheduling a session	At least 4h notice	At least 4h notice	At least 4h notice
Change/Cancel plan	2 weeks notice	2 weeks notice	4 weeks notice

Unique programs for students to explore their passions

Consistent roll-out of unique learning
programs with a strong focus on STEAM.

Science

Technology

Engineering

Arts

Mathematics

Experiential Learning



In a class
of up to 16 students



Highly
engaging teachers/tutors



Hands-on
applications



Online
extensions

Incremental introduction of AI-powered features & services

We are evolving our existing learning analytics capabilities to embrace OpenAI GPT applications with a view to enhance our tutoring services with AI-supported features and new services. Using Generative AI and human oversight, we aim to transform learning, offering personalised variations and instant access to insights, expanding our service capabilities.

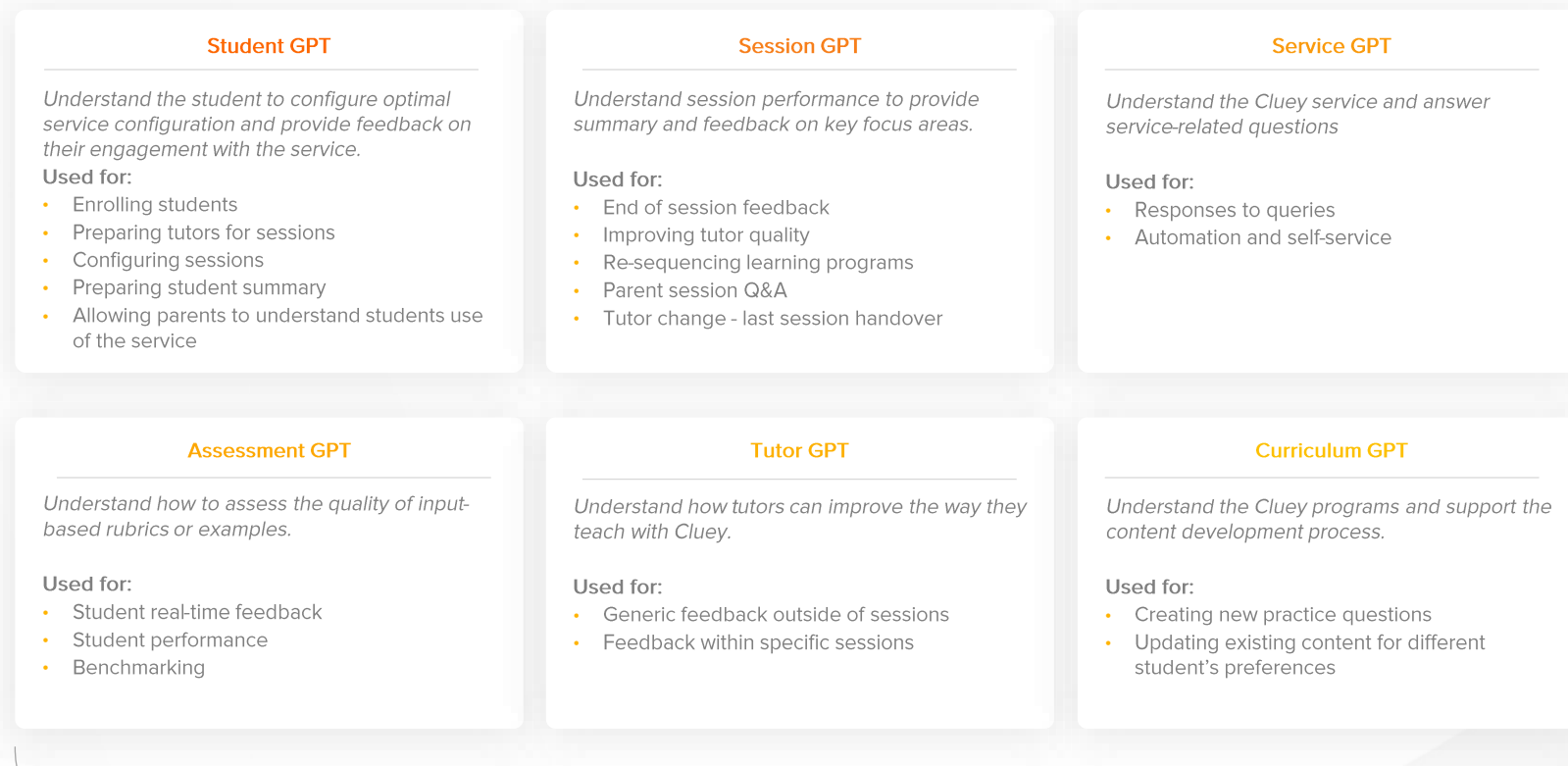
We are uniquely positioned to benefit from this new technology...

More than 1.5m tutoring sessions providing invaluable data:

- Session transcripts
- Learning goals & reflections
- Content usage within session
- Practice performance
- Inputs from parents and students
- Video and audio feeds

Well defined and documented processes of our service are available:

- Cluey method
- Enrolment process
- Tutor matching
- Policies and procedures



...with an extensive list of future developments.

Diversified portfolio with multiple paths to profitability

A diversified portfolio of service offerings and business models. Immediate revenues from Code Camp, longer-term revenue generation from Cluey Learning and a reduced overhead structure provides multiple paths to profitability.

Expanding investments with immediate payback

Holiday camp & after-school programs provide an immediate return on investment

Minimal marketing investment required to drive enrolments

Up-front payment by customers reduces working capital requirements

Slower growth of investments with medium-term payback

Tutoring division requires upfront CAC for a future ongoing revenue stream

More expensive to scale but larger upside through higher LTV and length of relationship

Accelerate growth when business achieves profitability

An overhead structure to provide economies of scale

Reduced overhead structure and optimised to enable further scaling

Provides the ability to support additional divisions/businesses at the current level of expenditure

M&A

- Identified a range of M&A opportunities to expand products, services and delivery channels

Growth capital

- Current growth initiatives limited by capital constraints and drive to profitability
- Additional growth capital can be deployed to accelerate growth

Significant opportunities in existing and new markets

Still at early stage of international rollout, with significant expansion opportunities in existing and new markets.

Offshore Expansion

The Cluey Learning model in Australia is the blueprint for our expansion strategy, guiding how we roll out our offerings internationally



We can enter markets organically, (as we have successfully done in the UK and NZ), applying valuable learnings to guide our expansion strategy



Our current objective is to bootstrap our international expansion strategy, leveraging existing infrastructure and services for growth



Q&A





Appendix & Business Overview

Underlying EBITDA

Reconciliation of Statutory loss to Underlying EBITDA (\$'000)	FY23	FY22
Statutory loss before income tax	(19,210)	(20,897)
+ Amortisation of acquired intangibles	1,166	875
+ Depreciation and amortisation – other	2,163	860
+ Net Finance costs	(286)	(39)
EBITDA	(16,167)	(19,201)
Add back:		
+ Other income (e.g. COVID-19 incentives)	(6)	(101)
+ Research & Development tax credit (cash refund)	-	(381)
+ Acquisition costs	-	221
+ Share based payment expense	1,044	1,812
+ Restructuring costs	960	-
Underlying EBITDA	(14,169)	(17,650)

Positive Contributions by Cluey Learning & Code Camp

Investment in technology & product
driving enhanced service and cost savings

SUMMARY CONSOLIDATED FINANCIAL RESULTS – FY23

\$'Millions	FY22	FY23			▲ YoY
	Total	CL	CC	Total	%
Total Revenue	34.3	31.2	8.2	39.4	+15%
Cost of Sales	(16.1)	(13.4)	(3.5)	(16.9)	+4%
Gross Profit	18.1	17.8	4.7	22.5	+24%
Gross Profit Margin (%)	53%	57%	57%	57%	+8%
Variable CAC	(14.9)	(13.6)	(1.4)	(15.1)	+2%
Service Delivery Expenses	(6.2)	(4.0)	(1.6)	(5.6)	-11%
Divisional Contribution	(2.9)	0.2	1.6	1.8	n.m.
Technology & Product Expenses	(4.1)	-	-	(5.8)	+41%
Corporate, Head Office and Other Expenses	(10.7)	-	-	(10.3)	-4%
Underlying EBITDA	(17.7)	-	-	(14.2)	+20%

FY23 SUMMARY

- Both business units were profitable at the divisional contribution level
- Gross profit margin (%) improved to 57% for both Cluey Learning and Code Camp
- An overall increase of 2% in variable CAC delivered a 15% increase in total revenue
- Service delivery expenses reduced by 11% whilst revenue increased 15%. This is primarily due to the investment in product and technology delivering significant efficiency improvements in customer support functions
- Continued Investment in Technology and Product is driving:
 - Service improvements designed to enhance customer experience, retention and session frequency
 - Reduction in CAC, service delivery expenses and other operating expenses
- Corporate, head office and other costs are mainly fixed, providing the ability to support additional divisions/business units/service lines at current levels of expenditure

Balance Sheet

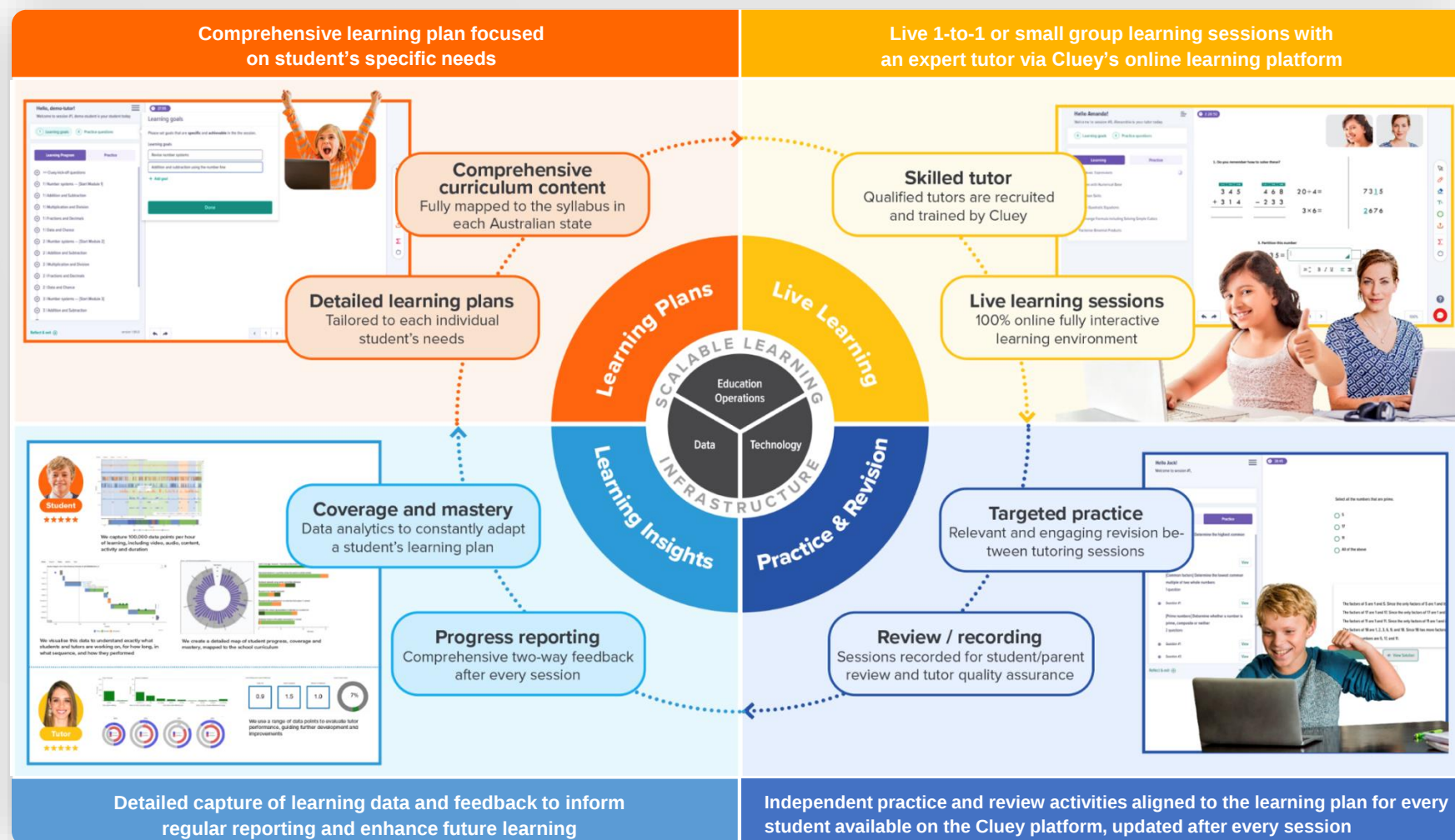
As of 30 June 2023



\$'Million	30-Jun-23	30-Jun-22
Cash and term deposits at bank	14.7	24.0
Other current assets	1.1	1.4
Total current assets	15.8	25.4
Plant and equipment	0.1	0.3
Right-of-use assets	0.4	0.7
Intangible assets	9.8	10.0
Total assets	26.1	36.4
Trade and other payables	4.4	5.2
Provisions	0.7	0.9
Lease liabilities	0.3	0.3
Contract liabilities	2.6	2.5
Total current liabilities	7.9	8.9
Lease liabilities (non-current)	0.0	0.4
Deferred tax (non-current)	0.2	0.2
Provisions (non-current)	0.2	0.2
Total liabilities	8.4	9.7
Net Assets	17.7	26.7
Issued capital	169.0	159.4
Reserves	(99.3)	(99.9)
Accumulated losses	(52.0)	(32.8)
Total equity	17.7	26.7

The Cluey Learning Model

Cluey's integrated online tutoring model supports the learning of school students in Years 2 – 12 across Mathematics, English, Chemistry, Physics and Biology. Delivered 1:1 and in small groups



What Code Camp Does



Spark Coding

3 Days | Ages 7-12

For the future coders!

Our most popular camp where all kids aged 7-12 should start their Code Camp journey with drag & drop coding.

[Learn More](#)



YouTube Creators

3 Days | Ages 9-13

For the content creators!

For the vloggers, gamers, and budding content creators! Create, shoot and edit your own videos.

[Learn More](#)



Jurassic World Animation

2 Days | Ages 5-7

For kids into dinosaurs!

At Jurassic World Animation Camp produce your own animated stop-motion movie starring your favourite dinosaurs from Jurassic World!

[Learn More](#)



Animation Camp

3 Days | Ages 7-12

For the movie makers!

Use stop-motion animation with clay and LEGO to make movies and let your child's imagination run wild at Animation Camp!

[Learn More](#)



Curious Minds

2 Days | Ages 5-7

For the curious kids!

At Curious Minds we explore BIG IDEAS and learn how technology and science are shaping our world via fun and creative hands-on activities!

[Learn More](#)



Roblox Legends

2 Days | Ages 7-10

For the Roblox fans!

At Roblox Legends kids will work in groups to create "choose your own adventure" games, using digital storytelling, AI and game design to bring their dream games to life in 2D and 3D.

[Learn More](#)



Drone Camp

2 Days | Ages 9-13

For the budding drone pilots!

Drone Camp will take your child on an adventure around the world as they code and pilot their own flight missions.

[Learn More](#)



DJ Camp

2 Days | Ages 8-13

For the next gen DJs!

For the music creators of tomorrow, master the basics of DJing with talented instructors on industry-standard equipment.

[Learn More](#)

Code Camp is a leading provider of holiday and after-school coding and digital skills programs for school children in Australia and the UK. Delivered in-person and online.

TEACH KIDS TO CODE



JavaScript



HTML, CSS and jQuery



Game design, digital storytelling, problem solving, website creation etc.

TEACH KIDS TO CREATE WITH TECHNOLOGY



DJ



Filmmaking



Animation



Content Creation



Entrepreneurship



Droning



Disclaimer

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- is for information purposes only, is in summary form and does not purport to be complete;
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- No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness or correctness of the information, opinions and conclusions contained in this presentation and any oral presentation accompanying it.
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Non-IFRS financial information

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